

## The MYSTO Erector

### Sets price \$1 to \$5



FOUNTAIN PENS  
Waterman's & Sheaffer. We have a most complete line to select from.

The Toy  
Whose Girders  
Resemble  
Structural Steel  
Makes More Models  
Builds Bigger Models  
Has More Parts  
for Your Money  
Than Another  
Similar Toy

## The Busy DRUG STORE

Quick Motorcycle Delivery  
C. P. DUNN, Mgr.  
Phone 550 and 660

## POTATO DAY CROWD AT THE AMUSU



Little Ricky and his potato boat are here shown in considerable glory. The photo shows how some of the kiddies looked, who responded to the lure of the movies at the price of two cents per look.

The stunt, which is here illustrated, was pulled off at the Amusu theater by Manager Rickards, the pecks and pecks of potatoes rushed being devoted to making mashed spuds in many a poor home this week. Collections of spuds, charged as the admission price last week to all youngsters, were turned over to the Salvation

Army, which is deriving produce from several sources to fit Christmas holidays donated by the Dorris Heyman Furniture company. A hundred poor families will be made happy by the gifts.

Buy Red Cross Seals and help eliminate the Great White Plague.

Hire a little salesman at The Republican office. A want Ad will see more customers than you can.

## AMERICAN NAVY IN TEN YEARS EQUAL OF ANY NATION IN WORLD

(Republican A. P. Leased Wire)

WASHINGTON, Dec. 21.—The American navy should be equal to the most powerful maintained by any other nation of the world, not later than 1925 in the opinion of the Navy Board headed by Admiral Dewey.

The annual report of the board, made public tonight, discloses that this naval policy was formulated by the body in July last in answer to the following proposition propounded by Secretary Daniels when the administration reached its decision to enter upon a campaign of national preparedness:

"What the navy must be in the future in order to stand upon an equality with the most efficient and most practically serviceable."

The board's conclusion follows: "The navy of the United States should ultimately be equal to the most powerful maintained by any other nation of the world. It should be gradually increased to this point by such a rate of development as year, as may be permitted by the facilities of the country, but the limit above defined should be attained not later than 1925."

At the same time the board presented a building program for 1917 in compliance with the secretary's request for a program formulated in the most definite terms, planned for a consistent and progressive development of this great defensive arm of the nation.

Details of the board's reply are not revealed, as subsequently in October of this year, the secretary asked the board to prepare a building program for the navy that will continue over a period of five years with an expenditure of about \$160,000,000 each year for five years on the construction of new ships only. The administration plan for the construction of sixteen ships within five years is founded on the board's answer.

At the same time the board again developed its idea of the place the American navy should hold in the world in the following language:

"The General Board believes that the course of the present war in Europe affords convincing reasons for modifying the opinion which it has expressed for the past 11 years as to the proper size of the navy. A navy in firm control of the seas from the outbreak of war is the prime essential to the defense of a country situated as is the United States bordering upon two great oceans. A navy strong enough only to defend our coast from actual invasion will not suffice. Before from invasion is not the only function of the navy. It must protect our sea-borne commerce and drive that of the enemy from the sea. The best way to insure these objects is to find and defeat the hostile fleet or any of its detachments at a distance from our coast sufficiently great to prevent interruption of our normal course of national life. The current war has shown that a navy of the size recommended by this board in previous years can no longer be considered an adequate defense of the United States. Our present navy is not sufficient to give due weight to the diplomatic remonstrances of the United States in peace nor to enforce its policies in war."

The report lays stress upon the board's proposal that sixteen of the sixteen new ships, four super-dreadnaughts and three battle cruisers, be authorized in 1916. Secretary Daniels has recommended to congress however, that only two dreadnaughts and two battle cruisers be authorized at this time. Under the board's plan, the total expenditure for the five years including \$75,000,000 for the aviation service and \$11,000,000 for reserve ammunition and material would be \$459,875,000, the last appropriations for which would be made in 1922; the secretary's recommendations call for a total expenditure of \$302,482,214, the last appropriations shown being for 1921, and increases being made over the board's estimates for submarines and reserve ammunition. The board program contemplates the building of thirteen fleet auxiliaries while the secretary recommends only six.

The board highly commends the proposal to establish a continuing building policy for the navy, saying it will stabilize the shipbuilding industry in the country and tend to reduce contract prices for new ships. The board reviews the course of the European war so far as it involves naval actions, to reach this conclusion:

"As to types of ships, the battleship is still the principal reliance of navies, as it has been in the past."

Because of the great naval superiority of the entente allies, the report says, their control of the seas has never been seriously challenged and "they have securely held the objective of all naval effort." Naval warfare has been confined, by reason of this superiority, to "a double series of minor incidents." In the first group it places German commerce raiders "which have finally been destroyed or driven from the seas by systematic pursuit" and in the second, the activities of German submarines, first against allied warships, where the "high score obtained" is asserted to be "due to surprise attack, not to inherent combatant superiority" and second, against commercial vessels of the allies. Of this campaign the report says:

"After six months of war the submarine form of attack drew renewed attention by its direction against hostile commerce. American public attention was redoubled toward this side of the war owing to the humanitarian interests involved, and to the diplomatic questions which were raised thereby. The hastily formed public opinion, it seemed that submarines were accomplishing great military results because little else of importance occurred in the maritime war to attract public attention. Yet at the present time, when the allies have learned in great measure how to protect their commerce as they learned a few months previously to protect their navies from the submarine menace, it is apparent that the submarine is not an instrument fitted to dominate naval warfare. It appears from British returns that the first eight months of this submarine warfare against British commerce resulted in the loss of 183 merchant vessels and 175 trawlers. The total British merchant tonnage lost was not greatly in excess of one-half a million, the total tonnage under all flags was about 650,000 tons. In the same time the total arrivals and departures in British ports averaged from 1,350 to 1,500 per week, or nearly 50,000 in all. Allied commerce is continuing under a loss in no way vital."

"The submarine is a most useful auxiliary, whose importance will no doubt increase, but at present there is no evidence that it will become supreme."

The report discusses at length the need and manner of battle cruisers and other fast ships for scouting work but warns against an exaggerated reliance being placed upon the battle cruiser. It also takes into account the loss of personnel and finds that a smaller force than 27,000 officers, 67,000 blue jackets and 13,000 marines would be inadequate for the navy in 1917 even on a peace footing. The ships then in commission and the shore stations would need a minimum of 74,790 blue jackets, it states, in time of war.

Turning to the question of congested lower grades which confront navy officers under the present system, the board urges that congress establish the number of officers in any grade on the basis of the total number of officers in the navy and not by providing for a fixed number in each grade except the lower ones. Additional legislation should be sought, it says, to secure a proper flow of promotion for all officers of the efficiency of the service generally will suffer. NabaoETAON1245678901-ETAONIM

From Boundary, Wash., to Nogales, Ariz., road Pursues Imaginary Way

## SUNSHINE HIGHWAY NEW NATIONAL ROAD

From Boundary, Wash., to Nogales, Ariz., road Pursues Imaginary Way

Beautifully lithographed maps of a "Sunshine Highway, stretching from Boundary, Washington to Nogales, Arizona, and passing through Phoenix and Tucson, have been received by the Arizona Good Roads Association. Without an advance publicity, another national highway is being sprung!

The Sunshine highway, supported by an association bearing that name and endorsed by the National Highways association, is to be 2,248 miles long, will pass through six states and two state capitals, 28 counties and 29 county seats. It will cut the railroad distance between its two terminal points, the distance by rail being 2,371 miles.

The route runs south to Spokane, jumps over into Idaho, where it impinges on Boise City, drifts south into Nevada, east into Utah, west, through the northwest corner of Arizona into California, dodges the west end of the Grand Canyon, and follows the route of the Los Angeles-Phoenix race to Phoenix from Needles. From here it pursues the Borderland to Tucson, then cuts straight south, over the worst road of two in that vicinity, to Nogales.

## FOSTER FILES SUIT AGAINST THE STATE

Asylum Sewer Case Reaches Court In Action For Damages

State officials are defendants in a \$5,000 damage suit filed in Superior court yesterday by George S. Foster Jr. Mr. Foster is bringing suit against Governor George W. P. Hunt, State Auditor J. C. Callaghan, C. R. Osburn, state board of control and superintendent of the state asylum for

## Three letters about our advertisement, 'A Little Sermon on the Selection of Gifts'

Phoenix, Ariz.

"Best Ad" Department,  
Arizona Republican:

Gentlemen:

I am full of gratitude to Mr. Rosenzweig for his little sermon.

To explain. . . . It was Sunday morning and I was sitting by the fire, absorbing the news and trying to invent a reasonable excuse for staying away from church, when "A Little Sermon" caught my eye.

I thought, "I shall compromise, I shall read a sermon." Braising myself mentally, I started on what I perceived was an advertisement.

Artistically, it resembled an illuminated address. I continued to read this very admirable sermon to the final "inspiration."

I thought "This is in truth a jewelers' work of art, a sparkling literary jewel, also the best advertisement."

ETHEL SMITH,

300 W. Osborn Rd., Phoenix, Ariz.

December, 19, 1915.

AL FAIRBROTHER  
P. O. Box 1044  
Phoenix, Arizona.

"Best Ad" Department,  
Arizona Republican,  
Phoenix, Ariz.

Referring to your offer in Sunday's Republican, this is my estimate:

The best advertisement was Rosenzweig's. It carried information of the right sort. It was dignified. It had personality. It was cordial, yet not persistent. It was not an Echo-not a "Me Too" in the universal scream of bargain exploiting. It was the Drum Major of the procession, yet its baton was not gaudy. It suggested, but never mentioned, Dollars. It was like charity. It did not vaunt itself, walk on stilts or use a megaphone. It assumed that you knew what to do if you knew where to do it. It left a pleasant memory—and that's advertising.

Respectfully,

AL FAIRBROTHER

Phoenix, Ariz., December 21st, 1915.

"Best Ad" Department,  
Arizona Republican,  
Phoenix, Arizona.

Dear Sir:

The advertisement of I. Rosenzweig on page two of the third section of last Sunday's Republican is the best for the following reasons:

It is so clean and interesting, that the reader is attracted and fascinated in spite of himself.

The ad gives something educational and awakens the interest of the prospective customer.

It talks, as if the advertiser is speaking to a customer right in his place of business.

It leads the reader—doesn't try to drive him.

Plenty of white marginal space has been used on all sides, which is very important. It makes the "ad stick out like a house afire."

Sincerely yours,

MRS. DICK ERDMANS,  
1625 West Adams St.  
Phoenix, Ariz.

To the many who have expressed themselves so kindly about our advertisement we extend our thanks and the best wishes of the season.

I. Rosenzweig  
Jeweler  
27 East Washington

## MERRY CHRISTMAS

## AND WE ARE THE CHRISTMAS MARKET

And we save you worry and cash.

No trouble to show the goods. All LEATHER GOODS, handbags, pillow tops etc., to close at 25% OFF.

Mirrors, in all kinds of material; Parisian and American Ivory goods; free engraving on leather and ivory. The famous Orange Blossom Candy. Exclusive agents.

Stationery, Fountain Pens, Xmas and New Year Greeting Cards, 1 Cent. Remember the CHRISTMAS MARKET is at

ELVEY & HULETT

Quality Druggists, Phoenix.

Never substitute. Mail orders sent postpaid same day

## Christmas Candy Ideas

You cannot afford to throw away your money by spending it for candies that are ruinous to digestion. Our candies are home made, fresh daily, from the purest and most wholesome ingredients. We have the finest line of Xmas candies in the state for you to select from.



Light Lunches  
At All Hours

SEE US LAST

the insane, A. C. Kingsley. Foster claims that a sewer line under the direction, authority and supervision of the defendants has been drawn through his land by reason of which the land has become of no use or value.

In his complaint he stated that he made a desert entry on this property in the United States Land office November 28, 1913. The following April he said the sewer line from the asylum was constructed; the trenches dug, the pipes laid and that repair and reconstruction work later tore up his ground. The discharge which amounted to over 50,000 liquid gallons a day was thrown on his land and collected in pools and spread over the surface. At least five acres was covered, according to the complaint. The odor was not only foul and unhealthy but the water became fouled which deprived the plaintiff of the use and benefit of his property.

50,000 Red Cross Seals for Phoenix and every seal a bullet in the fight.